

Memo to: Governor
From: Buddy Bynum
Re: "Stay Alert, Stay Alive" project
February 2, 2006

This memo outlines my proposal of a "Stay Alert, Stay Alive" project to communicate major elements of the state's revised disaster plan to the general public in the six coastal counties who are potentially in harm's way during the 2006 hurricane season, which begins June 1, 2006. The overall objectives are to:

1. Show people you are concerned for their safety in the upcoming hurricane season;
2. Offer valuable, life-saving information to make them aware of how to survive the next disaster.

A meeting to update you on the disaster plan is scheduled for Monday, February 13, 2006, at 1 p.m. in the large conference room; the plan itself is expected to be finished by April 1.

Based on major elements of the disaster plan and working with various state agencies, non-profits and other interests, the communications project will deal with getting information to the following targeted audiences:

General public
School children
Civic clubs
Faith-based organizations
Community groups

The disaster plan will be summed up in no more than six major elements that can be more easily communicated and digested, emphasizing one topic a week. A preliminary meeting was held last week to begin the process of identifying these elements, but they could be:

Warnings	Shelters	Evacuations
Escape routes	Provisions	Insurance

Various bullets under each of the major elements will be explained by a printed fact sheet, speakers, e-mails, media interviews and public service announcements.

The publicity will kick off on April 12 with you at a news conference on the coast. Over the next six weeks, information would be distributed through various means, culminating in another event timed to coincide with the start of National Hurricane Awareness Week, the week that includes June 1.

I would suggest that communications efforts be focused on the six coastal counties although the program could be effective in other areas of the state, too.

HURRICANE AWARENESS

Key Points to Get Across:

*** Inform the public: Know the plan, how it applies to them, and importance of following/implementing it

*** Governor Barbour cares about the people!

*** Katrina won't happen again.

Main Elements:

Escape Routes (Alternate and Primary)

Zones?

MDOT

Shelters (Non-Profits, Pets)

Warnings

Disaster Supplies

Generator Knowledge

Power Companies

Communicate (Share your plan)

People

Business Documents

Mental Health

Insurance

Speakers:

Governor Haley Barbour

Ricky Mathews- Commission, SunHerald

Jim Barksdale- Commission

Robert Latham- MEMA

Speaker from MDOT

Leland Speed- MDA

Brian Sanderson- Commission

Gavin Smith- Commission

Gray Swope- MDA (economic development)

Shep Smith- Fox News

Robin Roberts- Good Morning America

PSAs from celebrities: Faith Hill, Brett Favre, Morgan Freeman, Sela Ward...

Elected Officials

Counties of Concentration:

Hancock

Harrison

Jackson

Pear River

George

Stone

Event Locations:

Coliseum

Hancock Bank Building

Casinos

Theater in Biloxi

Other locations in other counties?

Audience:

GHB supporters

Civic Clubs

Rotary Clubs

Chambers of Commerce

Grant applicants

Governor's Commission meeting attendees

School Groups

General Public

How to reach the audience:

Speakers

Printed material- Fact sheet

Email/press releases/machine list

State Agencies- MDA, MDPS

Communication teams

Faith-based Organizations

Television interviews - morning & lunch shows/Sunday night feature (WLOX, Biloxi)

Editorial board/Newspaper interviews - Geoff Pender (political) & Ricky Mathews (SunHerald)

Kickoff:

Governor

Kickoff speech

Shep Smith?

POTUS?

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Meetings:

Feb 13- 1:00 Governor, Lea (MEMA), Daryl, Jim, Gavin, Brian, Buddy, Courtney, Pete, Paul

April 12- Kickoff

April 17-

April 24-

May 1-

May 8-

May 15-

May 22-

May 28-

June 1- Hurricane season begins